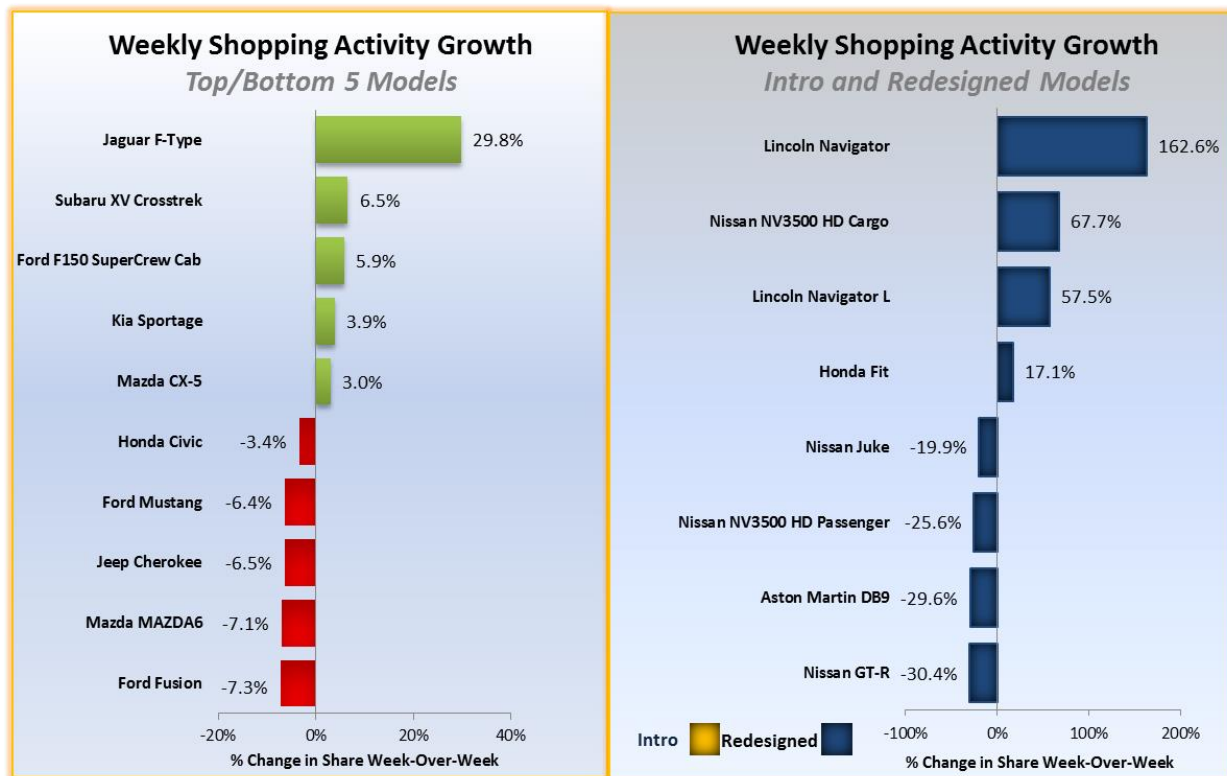


# HOT CAR REPORT

June 5, 2014



Note: The Top/Bottom 5 Models represent the most statistically significant gains/losses presented in order of effect size.

## Kelley Blue Book Hot Car Report Analysis

Arthur Henry, Sr. Manager, Market Intelligence

- Shoppers are gaining confidence in their purchasing ability, causing an increase in interest for luxury cars and sports cars. The Jaguar F-Type has benefited from this surge in interest, as it is a true definition of luxury sports car. Helping feed attention to this Jaguar model is the slew of automotive editorial stories, which were recently released on the vehicle. As shoppers research the F-type on KBB.com, they have been drawing comparisons to the Chevy Corvette, Porsche 911 and its sister vehicle, the Jaguar XK. However, it's hard to say if the F-Type is currently drawing in serious buyers, as the most viewed trim on KBB.com week-over-week is the 2015 Jaguar F-Type V8 S convertible, the most expensive trim among the F-Type series.